

## Amendments to the Claims

### Listing of Claims:

1. (currently amended) A system for providing post-call advertising announcements by a telecommunications service provider to a called party, the system comprising:
  - a network switch for routing a call to a called party and playing a post-call advertising announcement to the called party;
  - a database storing information for use in determining, on the basis of call attribute information received from the network switch and selection criteria determined by the telecommunications service provider, whether a post-call advertising announcement established by the telecommunications service provider is to be played to the called party upon termination of the call; and
  - ~~means to coupled to a~~ the network switch for transmitting the call and the post-call advertising announcement to the called party.
2. (currently amended) The system of claim 1, wherein the network switch includes an announcement frame for playing the post-call advertising announcement to the called party.
3. (cancelled)
4. (cancelled)
5. (currently amended) The system of claim 4~~1~~, wherein the database returns to the network switch an indication of a particular post-call advertising announcement to be played.
6. (currently amended) An apparatus for providing post-call advertising announcements by a telecommunications service provider to a called party, the apparatus comprising:

a database for storing call attribute information and selection criteria determined by the telecommunications service provider for use in determining whether a post-call advertising announcement is to be played to the called party upon termination of the call;

an announcement frame for storing advertising announcements established by the telecommunications service provider and for playing a particular post-call advertising announcement to the called party; and

wherein the database returns an announcement number to the announcement frame indicating the particular post-call advertising announcement to be played to the called party.

7. (original) The apparatus of claim 6, wherein the database maintains a communication connection to the announcement frame.

8. (original) The apparatus of claim 6, wherein the announcement frame is implemented in a network switch.

9. (currently amended) The apparatus of claim 6, wherein a null announcement number indicates that no post-call advertising announcement is played to the called party.

10. (currently amended) The apparatus of claim 6, wherein the database counts how many times a post-call advertising announcement is played for a given set of selection criteria.

11. (currently amended) The apparatus of claim 6, wherein the announcement frame ceases to play a particular post-call advertising announcement after the particular post-call announcement has been played to the called party three times.

12. (currently amended) The apparatus of claim 6, wherein a terminating switch notifies the database of an outcome of the post-call advertising announcement.

13. (currently amended) The apparatus of claim 12, wherein the outcome relates to whether the called party was connected for the duration of the advertising announcement.

14. (currently amended) The apparatus of claim 12, wherein the announcement frame plays a particular post-call advertising announcement until the terminating switch determines that the called party maintains a connection to the network for the entire duration of the particular post-call advertising announcement.

15. (currently amended) A method of providing post-call advertising announcements by a telecommunications service provider to a called party, the method comprising the steps of:

the telecommunications service provider establishing advertising announcements in an announcement frame;

the telecommunications service provider determining selection criteria for playing particular advertising announcements to a called party;

receiving a call request from a calling party to a called party;

passing call attribute information to a database;

performing a look-up query at the database based on the call attribute information and on the selection criteria determined by the telecommunications service provider;

transmitting, based upon the look-up query, an announcement indication to an~~an~~the announcement frame;

routing a call to the called party;

determining whether the calling party has disconnected from the call; and

playing, based on the announcement indication, a particular post-call advertising announcement, if any, to the called party when the calling party has disconnected from the call.

16. (original) The method of claim 15, further comprising the steps of:

ceasing billing of the calling party once the calling party has disconnected from the call prior to playing the particular post-call announcement; and  
disconnecting the called party from the call.

17. (original) The method of claim 15, wherein the steps are performed in the order listed.

18. (original) The method of claim 15, wherein the step of routing a call to the called party is performed in parallel with the step of passing of the call attribute information to the database.

19. (currently amended) The method of claim 15, further comprising the steps of:

counting how many times a particular post-call advertising announcement is played for a given set of selection criteria; and

ceasing to play the particular post-call advertising announcement after the particular post-call announcement has been played a predetermined number of times.

20. (currently amended) The method of claim 15, further comprising the steps of:

determining whether the called party is connected to the network for an entire duration of a particular post-call advertising announcement; and

continuing to play the particular post-call advertising announcement until the called party is connected to the network for the entire duration of the particular post-call advertising announcement.

21. (original) The method of claim 15, wherein the step of transmitting is performed by an announcement frame located within a network switch.

22. (currently amended) The method of claim 15, wherein the call attribute information ~~comprises~~ includes at least one of: a portion of a calling party number, a portion of a called party number, a portion of a Carrier Identification Code, a trunk group characteristic, and Originating Line Information.

23. (currently amended) The method of claim 15, wherein the call attribute information comprises at least one of: a portion of a called party's calling plan, and a portion of a calling party's calling plan~~number~~.

24. (cancelled)

25. (cancelled)

26. (cancelled)

27. (original) The method of claim 15, wherein the call attribute information includes at least two of: a calling party number portion, a called party number portion, a Carrier Identification Code, a trunk group characteristic, and Originating Line Information.